

About esoteria

Use these as written. Swap nothing in without checking the facts.

One sentence

esoteria makes Atlas, a proactive AI for people who run a business: it finds the work worth doing, tells you what it's worth, and waits for your yes.

Short (about 50 words)

Atlas, by esoteria, is a proactive AI for owners and executives. It notices the work worth doing across your email, calendar and tools, estimates what it is worth before doing it, does it, and waits for your yes before anything goes out. It checks its own work and shows its evidence.

Facts to keep straight

- Company: Esoteria Inc., a Delaware C-corporation, based in New York.
- Product: Atlas. One Atlas per person.
- Website: esoteria.ai. Contact: hello@esoteria.ai.

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esoteria's mission

Curiosity built esoteria. We're here to put software made around you in everyone's hands, so nobody has to make do with off-the-shelf tools again.

Atlas in one line

Hero: Your work, priced before it's done. Under it: Atlas finds the money in your inbox and waits for your yes.

The brand idea

Calm, then intrigue, then clarity. First nothing. Then Atlas appears with something worth your attention. Then it is completely clear what it is and what to do. Every screen, page and film

follows these three beats.

How we write the name

- **Atlas by esoteria.** Atlas leads; esoteria is the maker. Never "Atlas" alone as a logo.
- esoteria is always lowercase, with no full stop. The company's legal name is Esoteria Inc.